

Volume No. 159

## KONSENCE<sup>®</sup> AMLA

**CLINICAL TRIAL BACKED BRANDED PRODUCT**

*Super fruit with Super Performance*

A branded Amla (*Emblica officinalis*) standardized extract rich in Vitamin C and Hydrolysable Tannoids, Gallic acid.

- Protects
- Corrects
- Repairs
- Brightens



### Product Attributes of KONSENCE<sup>®</sup> AMLA

- White to Off White in Colour in dry form
- Translucent in aqueous medium
- Extract from fresh Amla

*Unique USP --- Minimum impact on the colour of final product*

### Skin benefits of KONSENCE<sup>®</sup> AMLA

- Helps promote brightening and prevents pigmentation
- Aids to protect against sun damage
- Helps prevent photoageing
- Helps to reduce dark spots
- Helps induce even tones

## CLINICAL TRIAL INSIGHTS

### STUDY PARAMETERS

Study conducted on 33 Indian Female Healthy Volunteers

Age : 18-45 yrs

Skin complexion – Wheatish to Dark

### DURATION

28 days

### STUDY DESIGN

Single Blind, Non-Comparative

### APPLICATION

Whole Face

Twice a Day ( Morning & Night)

### PRODUCT

5% Konsense Amla in Cream base

## PRE TRIAL DERMATOLOGICAL SAFETY EVALUATION

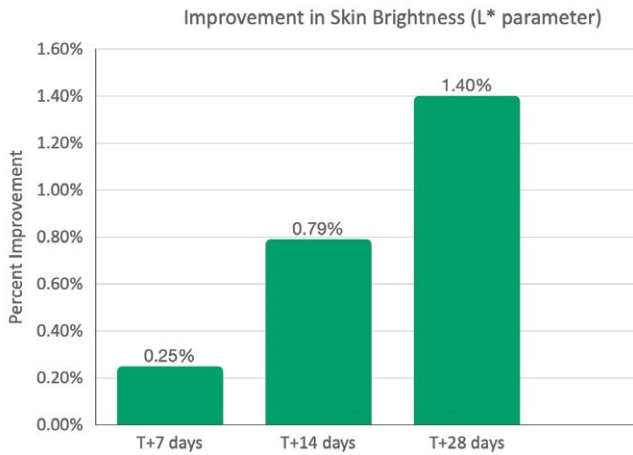
On the basis of Dermatological Evaluation for Cosmetic Acceptability, it has been observed that there is no occurrence of Erythema, Oedema, Dryness, Scaling, Peeling, Itching and Tingling at any given time point for KONSENCE® AMLA



## CLINICAL TRIALS FINDINGS

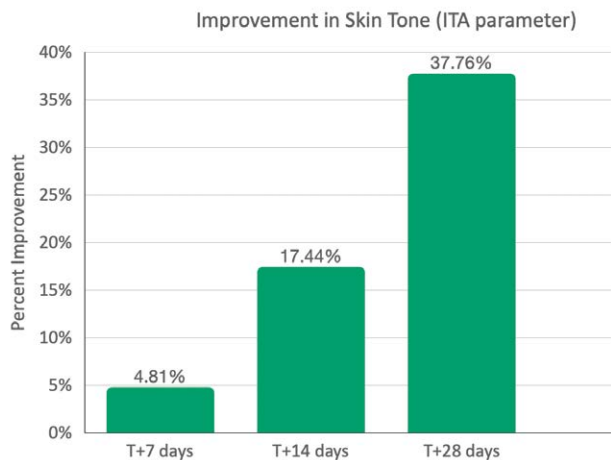
### CHROMAMETRY ANALYSIS INDICATES PROGRESSIVE IMPROVEMENT

*A significant increase in the L\* shows an effect of the product in terms of Skin Brightening.*



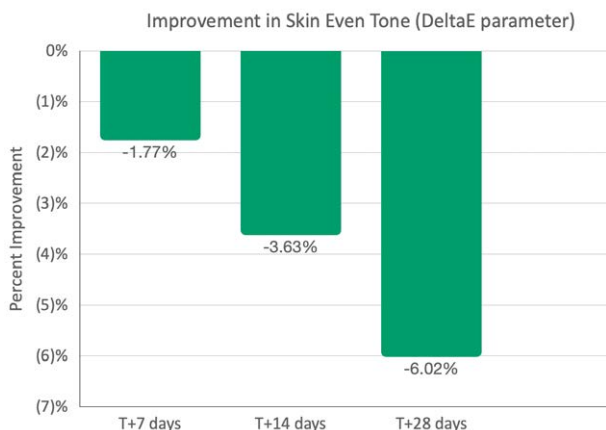
- The statistical analysis shows a significant increase in L\* parameter by 0.25%, 0.79% & 1.40% on the test site treated with KONSENCE® AMLA on average on whole panel respectively at T+7 days, T+14 days and T+28 days respectively.
- 69%, 100% & 100% of the panel presented an improvement in the studied parameter respectively at T+7 days, T+14 days and T+28 days.

*Significant improvement seen in Skin Tone through ITA o parameter results*



- The statistical analysis shows a significant increase in ITA<sup>a</sup> parameter by 4.81%, 17.44% & 37.76% on the whole face treated with KONSENCE® AMLA on average on whole panel at T+7 days, T+14 days and T+28 days respectively.
- 64%, 100% & 100% of the panel presented an improvement in the studied parameter at T+7 days, T+14 days and T+28 days respectively.

*A significant decrease in the ΔE parameter corresponds to an improvement of the Even Skin Tone (skin homogeneity)*



- The statistical analysis shows a significant decrease in E parameter by 3.63% & -6.02% on the whole face treated with KONSENCE® AMLA on average on whole panel at T+14 days & T+28 days respectively.
- However, there is no significant difference observed in E parameter on whole face treated with KONSENCE® AMLA, on average of whole panel, at T+7 days.
- 77% & 94% of the panel presented an improvement in the studied parameter at T+14 days & T+28 days.

## KONSENSE® AMLA

**KONSENSE® AMLA HAS BEEN FOUND SUITABLE ACROSS DIFFERENT SKIN TYPES\***

Dry  
Oily  
Normal  
Combination

*\*Disclaimer – As per feedback received from the 33 subjects*

### COMPARATIVE IN VITRO STUDY OF KONSENSE® AMLA

The in vitro half-maximal inhibitory concentration, IC 50 value, of KONSENSE® AMLA is 25% lower than that of Kojic Acid Dipalmitate, L-Ascorbic Acid, and Ethyl Ascorbic Acid indicating better antioxidative activity and higher potency compared to positive controls in Skin Brightening.

### FINAL CLAIMS ON KONSENSE® AMLA

- Progressive Improvement in Skin Brightening after 28 days
- Progressive Improvement in Skin Even Tone after 28 days.
- Progressive Improvement in Skin Glow after 28 days.
- Progressive Improvement in Skin Radiance after 28 days.
- Progressive Improvement in Skin Luminosity after 28 days
- Progressive Improvement in Skin Tone after 28 days
- Clinically tested
- Dermatologically tested for safety

